

## IN THE CLAIMS

1. (Currently Amended) A method ~~comprising for conducting a transaction in a business-to-business (B2B) exchange, comprising the steps of:~~

formatting a Business to Business (B2B) exchange that represents an electronic marketplace according to received communications originating from different participants of the electronic marketplace, the received communications respectively indicating predetermined purchasing or selling criteria for the different participants;

analyzing the B2B exchange formatted with the identities of the different participants and their respective predetermined criteria to match a first buying party identified in the B2B exchange with a second selling party identified in the B2B exchange, the matching occurring according to the predetermined criteria indicated in the B2B exchange for the first and second parties;

~~locating a first party and a second party wherein said first party comprises a plurality of business divisions;~~

establishing a voice communication session directly between the first buying party and the second selling party responsive to the matching;

establishing a web-based collaboration session between the first buying party and the second selling party through a mutual Uniform Resource Locator (URL) simultaneously with and while the voice communication is active and responsive to the matching; [[and]]

upon request, providing current market information of a business deal to said first party and said second party using the web-based collaboration session and the mutual URL; and

transacting said business deal between at least one of the plurality of business divisions of the first buying party and the second selling party through both the voice communication and the web-based collaboration session, wherein the steps of formatting, analyzing locating, establishing, providing and transacting are performed in an integrated software communication platform that is electrically coupled to within the B2B exchange.

2. (Currently Amended) The method of Claim 1 further comprising:  
recording negotiations transferred between the parties using the mutual URL for  
memorializing a transaction corresponding to the business deal; and  
providing the memorialized transaction to one or both of the parties responsive to a  
request from either one of the parties ~~the step of automatically completing a machine-to-machine~~  
~~transaction once the first party and the second party criteria are met.~~

3. (Currently Amended) The method of Claim 1 further comprising sending one or  
more instant messages to one or both of the parties responsive to the matching and for  
establishing the web-based collaboration session ~~the step of manually completing a transaction~~  
~~between the first party and the second party through the collaboration session.~~

4. (Currently Amended) The method of Claim 1 further comprising sending one or  
more emails to one or both of the parties responsive to the matching to remotely launch one or  
more web applications used for the web-based collaboration session ~~the step of a call center~~  
~~agent facilitating a transaction between the first party and the second party upon request.~~

5. (Currently Amended) The method of Claim 1 further comprising ~~the step of~~  
providing video conferencing, web meeting, instant messaging, and internet collaboration  
integrated within the software communication platform.

6. (Currently Amended) The method of Claim 5, wherein the ~~internet~~ web-based  
collaboration includes page sharing, follow-me, form share, text chat, application  
demonstrations, application sharing, whiteboarding, and seek-and-find features.

7. (Currently Amended) The method of Claim 1 further comprising ~~the step of~~  
utilizing a proactive call center agent to contact either the first party or the second party to  
complete a transaction responsive to an invitation for help from one or both of the parties ~~when~~  
~~predetermined criteria for a prospective transaction is met.~~

8. (Currently Amended) The method of Claim 1, further comprising utilizing seek-and-find technology to locate the parties after the matching wherein the locating step includes seek-and-find technology.

9. (Currently Amended) A method for conducting a transaction in a business-to-business (B2B) exchange, comprising the steps of: The method of Claim 1,  
locating a first party and a second party wherein said first party comprises a plurality of business divisions;

establishing voice communication directly between the first party and the second party;  
establishing a web-based collaboration session between the first party and the second party through mutual URL simultaneously with and while the voice communication is active; and  
upon request, providing current market information of a business deal to said first party and said second party; and

transacting said business deal between at least one of the plurality of business divisions of the first party and the second party through both the voice communication and the web-based collaboration session, wherein the steps of locating, establishing, and transacting are performed in an integrated software communication platform within the B2B exchange;

wherein the locating step includes instant messaging.

10. (Currently Amended) The method of Claim 1 further comprising ~~the step of~~ integrating continuous call recording and transaction signature.

11. (Currently Amended) A system comprising: An apparatus for conducting a transaction in a business-to-business (B2B) exchange, comprising:

means for identifying a first party indicating a first preset transacting criteria;

means for identifying, from a plurality of other parties, a second party indicating a second preset transacting criteria that corresponds to the first preset transacting criteria;

means for determining whether the first and second parties indicate a preference for an automated machine-to-machine transaction, and immediately executing the automated machine-to-machine transaction based on the first and second preset transaction criteria when the parties indicate the preference;

means for transferring Uniform Resource Locator (URL) information to the parties for establishing a web-collaboration session between the first and second parties responsive to identifying the parties when the automated machine-to-machine transaction is not executed;

means for recording negotiations that are transferred through the URL between the parties and that are for finalizing a manually completed transaction between the parties when the automated machine-to-machine transaction is not executed; and

means for providing the recorded negotiations to one or both of the parties responsive to a request from either party when the automated machine-to-machine transaction is not executed.

~~means for locating a first party having a plurality of business divisions and a second party;~~

~~means for establishing voice communication directly between the first party and the second party;~~

~~means for establishing a web-based collaboration session between the first party and the second party through a mutual URL simultaneously with and while the voice communication is active;~~

~~means for providing, upon request, current market information of a business deal to said first party and said second party; and~~

~~means for transacting said business deal between at least one of said plurality of business divisions of the first party and the second party through the voice communication and the web-based collaboration session, wherein the steps of locating, establishing, and transacting are performed in an integrated software communication platform within the B2B exchange.~~

12. (Currently Amended) The system apparatus of Claim 11 means for signaling a human call center agent to establish voice communications with one or both of the parties responsive to an invitation for help sent from one or both of the parties using the web-collaboration session ~~further comprising means for automatically complete a machine-to-machine transaction once the first party and the second party criteria are met.~~

13. (Currently Amended) The system apparatus of Claim 11 further comprising means for monitoring packetized workflow procurement process communications exchanged between the parties to determine whether final receipts are sent to indicate consummation of the

manually completed transaction, and when the manually completed transaction is not consummated, identify one or more exceptions responsible for disrupting consummation of the manually completed transaction means for manually completing a transaction between the first party and the second party through [the collaboration session.

14. (Currently Amended) The system apparatus of Claim 13 [[11]] further comprising:

means for accessing a database that lists both potential distributees for the generated notification including agents corresponding to the parties and business information corresponding to the agents;

means for generating, using the database and according to the business information, a ranked listing of the agents for intelligently distributing the generated notification; and

means for distributing a notification to one or more of the agents intelligently according to the ranked listing to resolve the exceptions identified by monitoring the packetized workflow procurement process communications ~~means for a call center agent to facilitate a transaction between the first party and the second party upon request.~~

15. (Currently Amended) The system apparatus of Claim 11 further comprising means for providing video conferencing, web meeting, instant messaging, and internet collaboration for conducting the web collaboration session ~~integrated within the software communication platform.~~

16. (Currently Amended) The system apparatus of Claim 15, wherein the internet collaboration includes means for page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find.

17. (Currently Amended) The system apparatus of Claim 11 further comprising means for prompting a call from ~~utilizing~~ a proactive call center agent to ~~contact~~ either the first party or the second party to complete a final transaction when predetermined criteria for a prospective final transaction are is met.

18. (Currently Amended) ~~An apparatus~~ A computer-readable medium having stored thereon instructions for conducting a transaction in a business-to-business (B2B) exchange in a method of conducting a transaction in a B2B exchange, comprising:

one or more processors; and

a memory coupled to the processors comprising instructions executable by the processors, the processors operable when executing the instructions to:

analyze an exchange to identifying purchasing criteria that corresponds to selling criteria;

locating locate a first party associated with the purchasing criteria and having a plurality of business divisions and a second party associated with the selling criteria;

establishing voice communication directly between the first party and the second party;

establishing initiate establishment of a web-based collaboration session between the first party and the second party by remotely launching a first web application local to the first party and a second web application local to the second party, said remote launching of the web applications occurring responsive to locating the first party having the purchasing criteria that corresponds to the selling criteria through a mutual URL simultaneously with and while the voice communication is active;

and upon request, providing provide current market information of a business deal to said first party and said second party using the web-based collaboration session; and

transacting said business deal between at least one of the plurality of business divisions of the first party and the second party through the voice communication and the web-based collaboration session, wherein the steps of locating, establishing, and transacting are performed in an integrated software communication platform within the B2B exchange.

19. (Currently Amended) ~~The apparatus~~ computer-readable medium of Claim 18, wherein the processors are further operable to complete instructions further comprise the step of automatically completing a machine-to-machine transaction based on the purchasing and selling criteria without manual involvement from the parties when one or both of the parties indicates a preference for the machine-to-machine transaction once the first party and the second party criteria are met.

20. (Currently Amended) The apparatus computer-readable medium of Claim 18, wherein the processors are further operable to record communications sent by the parties through the web applications for providing an audit trail of the transacted business deal ~~instructions further comprise the step of manually completing a transaction between the first party and the second party through the collaboration session.~~

21. (Currently Amended) The apparatus computer-readable medium of [[to]] Claim 18, wherein the processors are further operable to cause a same navigation target Uniform Resource Locator (URL) to be provided to the launched web applications to establish the web-based collaboration session between the parties ~~wherein the instructions further comprise the step of a call center agent facilitating a transaction between the first party and the second party upon request.~~

22. (Currently Amended) The apparatus computer-readable medium of Claim 18, wherein the processors are further operable to remotely establish ~~instructions further comprise the step of providing video conferencing, web meeting, instant messaging, and internet collaboration directly between the parties integrated within the software communication platform.~~

23. (Currently Amended) The apparatus computer-readable medium of Claim 22, wherein the internet collaboration includes page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find features.

24. (Currently Amended) The apparatus computer-readable medium of Claim 18, wherein the processors are further operable to send a message prompting ~~instructions further comprise the step of utilizing a proactive call center agent to contact either the first party or the second party to complete a transaction when predetermined criteria for a prospective transaction are is met.~~

25. (Currently Amended) The method of Claim 1, wherein said establishing voice communication further comprises:

remotely establishing a video communication session directly between the first party and the second party.

26. (Currently Amended) The system apparatus of Claim 11, further comprising means for wherein said means for establishing ~~establishing voice communication further comprises means for~~ remotely establishing a video communication session directly between the first party and the second party.

27. (Currently Amended) The apparatus ~~computer-readable medium~~ of Claim 18, wherein the processors are further operable to said establishing voice communication in said method further comprises instructions performing:

establishing establish video communication directly between the first party and the second party.

28. (New) The method of claim 1 wherein the web-based collaboration session that is established responsive to the matching is also established independently of any requests from the parties.

29. (New) The system of claim 11 wherein the web-collaboration session established between the first and second parties responsive to identifying the parties is established independently of any requests from the parties.

30. (New) The system of claim 13 further comprising:  
means for determining whether the identified exceptions are a first flagged type that occurs when a sending application involved in the web-based collaboration session does not receive a confirmation within a predetermined time period, a second flagged type that occurs when either one or more networks for the parties are unable to transfer one or more of the packetized workflow procurement process communications, or a third flagged type that occurs



when the packetized workflow procurement process communications include an out of bounds security parameter;

generate the notification when the identified exceptions are one of the flagged types; and  
format the generated notification to indicated the determined flagged type.

31. (New) The system of claim 30 further comprising means for comparing the determined flag type to the business information for ranking the agents for intelligent distribution of the generated notification.